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Liquor and Gaming Authority

## **BEVERAGE ALCOHOL PRICES TO INCREASE**

The price of spirits, wine and beer in Saskatchewan liquor stores will increase effective April 1. Even with the increase, liquor prices in Saskatchewan will remain competitive.

The increases are the result of changes to the Saskatchewan Liquor and Gaming Authority (SLGA)'s markup structure.

For example, the price for most 750 ml bottles of premium spirits will increase by 50 cents, 1,140 ml bottles of premium spirits will increase by 75 cents and the price for a dozen bottled beer will increase by 75 cents. The price for higher end wine and spirit products will also increase by approximately five per cent, depending on the value of the product. The majority of wine products (750 ml) that retail for less than \$20 will not see a change in price.

As well, SLGA will strengthen its existing social reference pricing by establishing minimum prices based on the amount of alcohol contained in the product. The measure is intended to help reduce the over-consumption of products with high alcohol content.

The changes are expected to generate \$18.1 million in additional revenue for the province's General Revenue Fund (GRF). The GRF helps fund essential programs and services in the areas of health care, education and infrastructure.

Saskatchewan's wine and spirit prices remain competitive with retail prices in Manitoba and better than the average retail prices in Alberta. Beer prices will remain lower than Alberta's average prices.

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For more information, contact:

David Morris  
Saskatchewan Liquor and Gaming Authority  
Regina  
Phone: 306-787-1721  
Email: [dmorris@slga.gov.sk.ca](mailto:dmorris@slga.gov.sk.ca)